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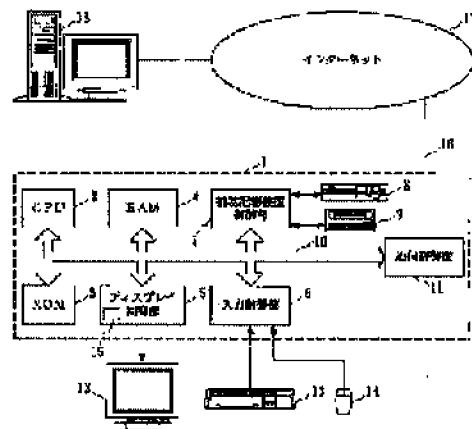
(21)Application number : 2000-122223 (71)Applicant : NIPPON AVIONICS CO LTD  
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**(54) ADVERTISEMENT DISPLAY METHOD AND RECORDING MEDIUM RECORDING ADVERTISEMENT DISPLAY PROGRAM**

(57)Abstract:

**PROBLEM TO BE SOLVED:** To effectively display an advertisement without lowering the convenience of a user.

**SOLUTION:** When a communication line 16 is idle, a computer 1 requests transfer of advertisement information to a WWW server 18 and stores the advertisement information transmitted from the WWW server 18. During the time from the generation of the request for an access to a Web page to the display of the Web page of an access destination, the computer 1 displays the previously stored advertisement information.



## LEGAL STATUS

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